

# Topic on a Page

for Cambridge Nationals Unit R094:  
Visual Identity and Digital Graphics

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## Mind Maps

1. 1.1 Purpose, elements and design of visual identity (part 1)
2. 1.1 Purpose, elements and design of visual identity (part 2)
3. 2.1 Concepts of graphic design and layout conventions
4. 2.1 Layout conventions
5. 2.2 Properties of digital graphics and use of assets (part 1)
6. 2.2 Properties of digital graphics and use of assets (part 2) and 2.3 Techniques to plan visual identity and digital graphics
7. 3.1 Tools and techniques of imaging editing software (Photoshop)
8. 3.1 Tools and techniques of imaging editing software (Photopea)
9. 3.2 Technical skills to source, create and prepare assets and 3.3 Techniques to save and export visual identity and digital graphics

***All mind maps are provided in both A3 and A4 formats plus higher- and lower-level activity versions.***

# Teacher's Introduction

This resource is intended for use by students studying the Cambridge National in Creative iMedia, **Unit R094: Visual identity and digital graphics**. This is a mandatory unit for the Level 1 / Level 2 Award (J834), assessed by two centre-assessed practical tasks that are OCR moderated.

## Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

As a revision tool, this resource does not aim to cover the material in too much depth, but instead provide visual 'mind maps' summarising all key areas of Unit R094. Students can use these mind maps as the basis of their revision as they cover all the key terminology and knowledge needed to complete the written exam successfully. The resource is especially suited to visual learners and those who find it difficult to revise from dense written notes.

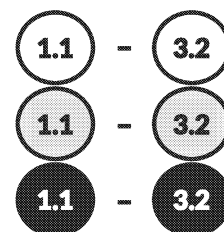
The unit has been broken down into **9 topics**. The breakdown of these topics is as follows:

- 1.1 Purpose, elements and design of visual identity (part 1)
- 1.1 Purpose, elements and design of visual identity (part 2)
- 2.1 Concepts of graphic design and layout conventions
- 2.1 Layout conventions
- 2.2 Properties of digital graphics and use of assets (part 1)
- 2.2 Properties of digital graphics and use of assets (part 2) and 2.3 Techniques to plan visual identity and digital graphics
- 3.1 Tools and techniques of imaging editing software (Photoshop)\*
- 3.1 Tools and techniques of imaging editing software (Photopea)\*
- 3.2 Technical skills to source, create and prepare assets and 3.3 Techniques to save and export visual identity and digital graphics

\*Note: These pages are mostly identical with subtle differences depending on the software covered.

The resource consists of:

- 9 completed mind maps, which provide solutions to the activity mind maps, labelled:
- 9 activity mind maps (partially complete) for higher-level students to complete, labelled:
- 9 activity mind maps (partially complete) for lower-level students to complete, labelled:



*All mind maps are provided in both A3 and A4 formats.*

## How to use this resource:

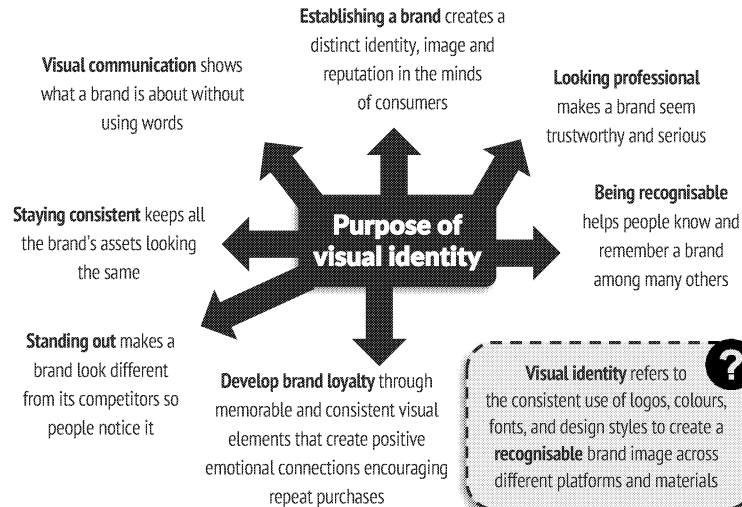
- The sheets can be handed out at the end of the course, or at the end of each topic, for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught so that students have a visual reminder of what they have been covering in their lessons.
- As the resource features partially completed mind maps, students can be encouraged to complete the exercises on the activity sheets as a way of recapping knowledge from the topic at the end of teaching.

**Note:** The activity sheets designed for lower-level students tend to keep more of the spec information intact – students are generally challenged to fill in missing words and provide short answers to straightforward questions. Questions that require a more detailed response provide example answers to help students get started.

The activity sheets designed for higher-level students provide less structure – students are generally challenged to provide definitions for key terms, list relevant points and answer questions without the aid of example answers.

November 2024

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate t



### Key elements of visual identity

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate the brand's message, differentiate it from competitors, and build trust with customers.

#### Colour palette

Consistent selection of colours that reflect the brand's personality and evoke specific emotions

#### Typography

Fonts chosen for use in branding materials that convey the brand's tone and style

#### Imagery/graphics

Photographs, illustrations or graphics that align with the brand's identity and messaging

#### Layout/complexity

Determines the overall structure, balance and visual hierarchy of a design, impacting the clarity, coherence and aesthetic appeal of brand communication material

### Design style

A cohesive visual language and aesthetic that guides the creation of branded materials



Spotify's design style is characterised by its modern, vibrant, and user-centric visual language. Its playful logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

### Brand recognition

Consistency, adaptability and memorability are key aspects in e leveraging visual elements to reinforce brand identity

		Examples
Consistency	Maintaining uniformity in the use of visual elements across different platforms and materials to reinforce brand recognition	McDonald's consistently employs the golden arches logo, bright red colour scheme, and specific fonts across all marketing materials, signage, and digital platforms worldwide.
Adaptability	The ability to apply visual identity elements effectively across various mediums, such as digital and print	Nike seamlessly translates its identity elements, including the swoosh logo, dynamic colour palette, and bold typography, across a wide range of mediums.
Memorability	Maintaining uniformity in the use of visual elements across different platforms and materials to reinforce brand recognition	Nintendo's logo, featuring the word 'NINTENDO' in a stylized font, is instantly recognisable to audiences worldwide.



Starbucks often uses shades of green, brown and gold in its branding. This colour palette reflects Starbucks' commitment to sustainability, community and connection.

### Sans-serif fonts:

Modernity, simplicity, friendliness

### Serif fonts:

Tradition, formality

### Script fonts:

Elegance, sophistication, creativity



The North Face often features photographs of people engaging in outdoor activities such as hiking and camping in rugged landscapes. These images convey a sense of adventure, exploration, and a connection with nature.

### CHANEL



Chanel uses a sophisticated serif font for its logo and branding, reflecting the brand's timeless luxury and conveying refinement and class. The use of serif fonts adds tradition and prestige, aligning with Chanel's high-fashion identity.

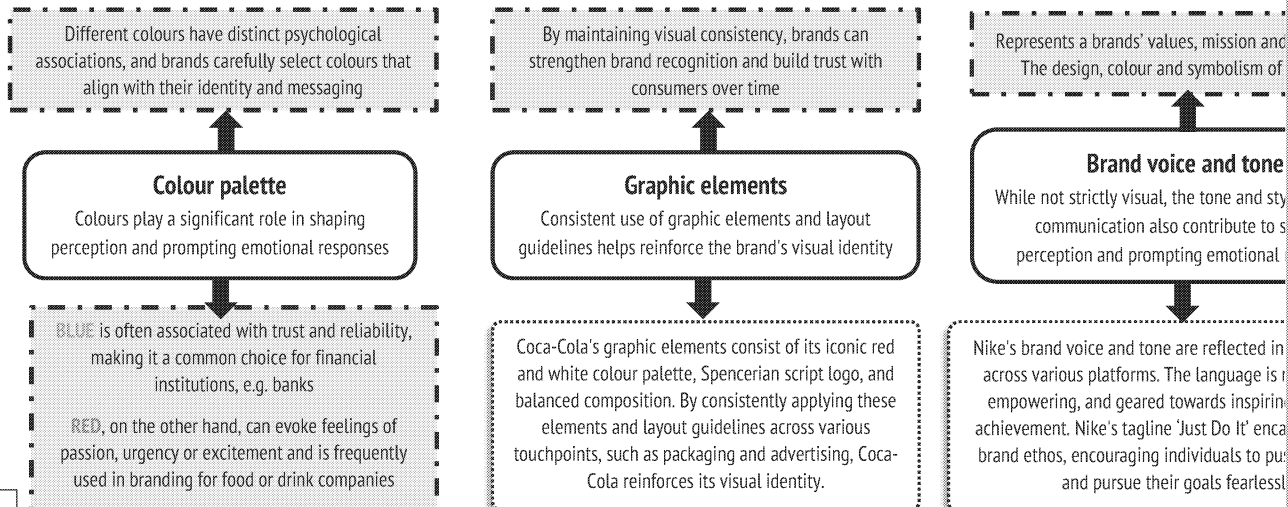
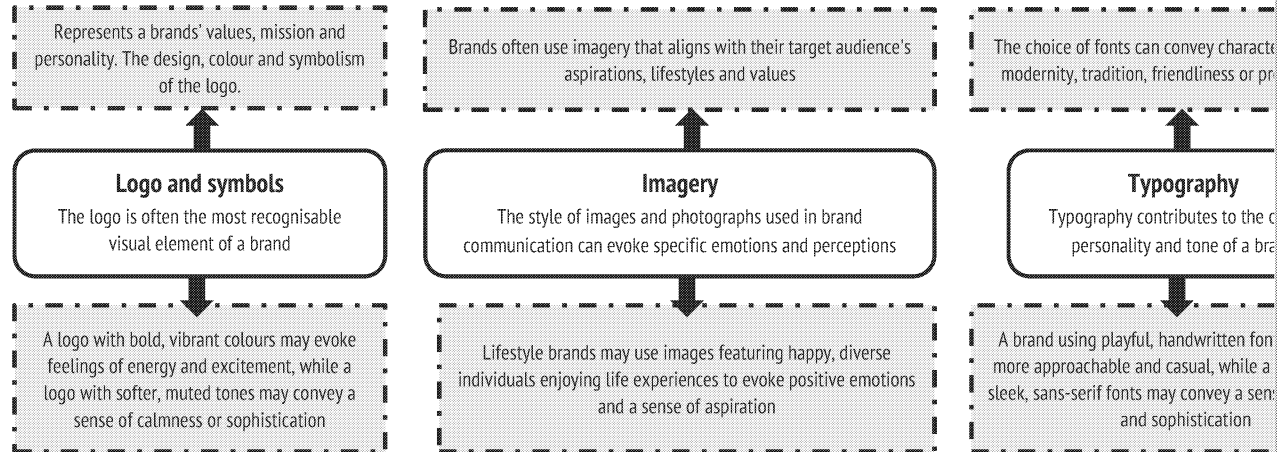
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## Shaping perception and creating emotional response

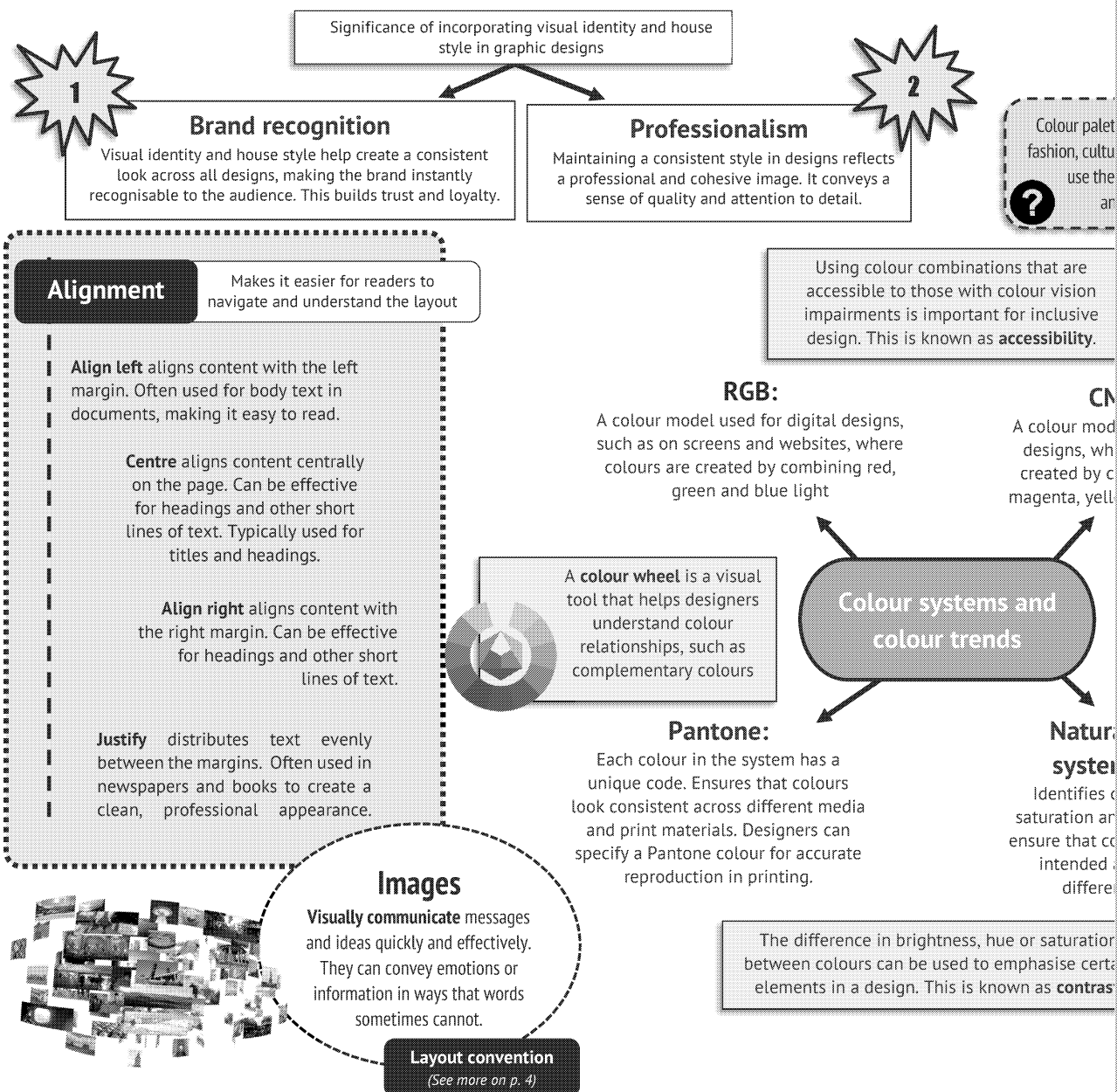
Crafting visual identity involves purposefully designing elements to evoke specific attitudes and associations in viewers, influencing how they perceive and engage with a brand.



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# CONCEPTS OF GRAPHIC DESIGN & LAYOUT CONVENTIONS



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**Bitmap/raster properties**

A type of digital graphic composed of a grid of individual pixels, each with its own colour value, used to represent detailed images such as photographs.

	Overview	Properties
<b>Colour depth</b>	Refers to the number of bits used to represent the colour of a single pixel	Common colour depths include 8-bit (256 colours), 16-bit, 24-bit and 32-bit (millions of colours)
<b>Colour mode</b>	Describes the method used to define colours in the image	Common colour modes include greyscale, RGB (red, green, blue) and CMYK (cyan, magenta, yellow, black)
<b>Compression settings</b>	Raster images may use compression to reduce file size	Lossless compression (e.g. PNG) preserves image quality, while lossy compression (e.g. JPEG) can degrade quality for smaller files
<b>Overall quality</b>	Quality is determined by resolution and compression settings	Higher resolution and lossless compression maintain better quality
<b>Transparency</b>	Some formats support transparency (PNG, GIF) allowing parts of the image to be see-through	GIF supports binary transparency (one fully transparent colour), while PNG supports alpha transparency (varying levels of opacity)

**Vector graphic properties**

A type of digital image created using mathematical formulas to define lines and colours, which allows it to be resized without losing quality.

	Overview
<b>Compatibility</b>	<p><b>Cross-platform compatibility:</b> Vector graphic formats such as Scalable Vector Graphics (SVG) and EPS (Encapsulated PostScript) are widely supported across different platforms, including Windows, macOS and Linux.</p> <p><b>File formats:</b> Vector graphics commonly use file formats like SVG, EPS and PDF, which are recognised and supported by most software applications.</p> <p><b>Web compatibility:</b> SVG is a widely accepted format for web graphics and is supported by all major web browsers, allowing vector images to be embedded directly into HTML pages.</p>
<b>File size</b>	The file size of vector graphics can increase with the complexity of the design, such as the number of paths, nodes and layers.
<b>Scalability</b>	Vector graphics are based on mathematical equations, allowing them to be scaled to any size without loss of quality or pixelation. Vector graphics maintain the same sharpness and detail at any resolution, making them ideal for printing and large-format displays.
<b>Software support</b>	Vector graphics can be created and edited using a variety of applications, including Adobe Illustrator, CorelDRAW, Inkscape and Affinity Designer. Many raster image editors like Adobe Photoshop also provide support for opening and converting vector graphics to raster formats. Vector graphics can often be exported and imported between different software programs, allowing for compatibility across design tools and platforms.

**Colour support:**

GIF supports up to 256 colours, BMP and PNG can support millions of colours. Compression can reduce the number of colours to save space, which can impact the quality of the image.

**Transparent backgrounds:**

Formats such as BMP do not support transparent backgrounds whereas PNG and GIF do.

The two methods of image transparency are binary transparency (GIF) and alpha transparency (PNG).

**Smaller file sizes:**

Efficient storage due to geometric shapes and paths instead of pixel data, making files easier to work with and transfer for large projects.

**Flexibility in editing:**

Easy modifications of colours, shapes and paths with precise control over design elements, ideal for customising large print materials.

**Scalability (enlarging):**

Raster images are resolution-dependent and composed of pixels. Enlarging may cause loss of quality, making images pixelated or blurry. Loss of fine detail and potential distortion when enlarging.

**Limitation of bitmap/raster file formats****Lossless scaling:**

Vector images can be scaled without losing quality, maintaining sharpness and clarity at any size without pixelation.

**Benefits of vector file formats****Attribution**

If an image requires attribution, include proper credit to the creator such as a caption or footnote

More on the

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## 2.2

# PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

## Using social media content

- i** Always seek written permission from the content creator before reusing social media content, even if it appears to be public. This ensures respect for the creator's rights and avoids potential copyright.
- i** Social media platforms' terms of use govern content ownership. Users generally retain ownership of their content but platforms may grant themselves certain rights to the content.
- Some platforms may restrict the commercial use of user-generated content unless explicit permission is obtained from the content owner.
- Platforms often have specific guidelines for sharing content, including what is allowed in terms of reposting, embedding or using content outside of the platform.

## Rights and permissions

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

### Licence grant:

A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to another person or group (the licensee) to use it.

- ✦ Permissions
- ✦ Scope of use
- ✦ Duration
- ✦ Geographical restrictions
- ✦ Attribution

### Types

#### Creative Commons:

Offers a range of licences from CC By (attribution required) to CC By-NC (attribution and non-commercial use)

#### Commercial:

Allows filtering images that are permitted for commercial projects, ensuring you comply with licensing terms for commercial use

#### Public Domain:

Images in the public domain are free to use without attribution or restrictions

### Royalty-free

Images licensed under a royalty-free agreement can be used multiple times without paying additional fees each time

Flexible & non-exclusive

VS

### Rights-managed

Rights-managed licences require a fee for each specific use or duration, often based on factors such as audience size, usage duration and location

Restricted & can be costly

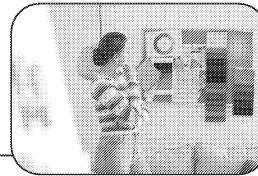
## 2.3

# TECHNIQUES FOR VISUAL IDENTIFICATION

## MOOD BOARD

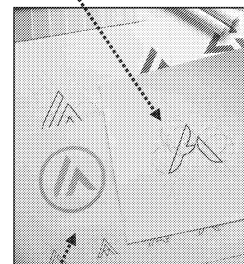
### Physical

- **Materials:** Comprise printed pictures, text, and colours placed on a large sheet or board
- **Tactile experience:** Offer a hands-on, tactile approach, allowing designers to arrange and rearrange elements physically
- **Variety:** Include various media such as magazines, photographs, fabric samples, and other tangible items
- **Collaborative:** Ideal for group discussions and presentations, providing a clear visual representation of ideas
- **Immersive:** Helps creators immerse themselves in the project's theme and visual direction



## CONCEPT SKETCHES

**Simplicity:** The sketches are often rough and minimal, focusing on the main elements rather than intricate details



**Communication:** Concept sketches are used to communicate ideas effectively to others, such as team members, clients, or stakeholders

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## IMAGE/CANVAS SIZE



## Image Size Function:

Change the dimensions and resolution of an image for specific uses such as printing, web design or other applications. This helps to ensure the image is the appropriate size and quality for its intended use.

## Image &gt; Image Size

- ☒ **Adjust width and height** → Change dimensions of your image in various units such as pixels, inches, centimetres, points, picas or percent
- ☒ **Constrain proportions** → Maintain the aspect ratio of your image when adjusting the size
- ☒ **Change resolution** → Modify the image's resolution (dpi or ppi) which affects the print quality and file size. Higher the resolution = More image detail, bigger file
- ☒ **Resample** → Change the number of pixels

## Canvas Size Function:

Adjusting the canvas size can help you add more space around your image, crop out unwanted space, or change the orientation of the canvas. This provides flexibility to accommodate additional elements such as shapes and texts and improves the composition or framing.

## Image &gt; Canvas Size

- ☒ **Adjust aspect ratio** → Change the overall orientation of your image
- ☒ **Adjust width and height** → Change dimensions of your canvas in various units such as pixels, inches, centimetres
- ☒ **Choose the anchor point** → The anchor point determines the position of the existing image on the new canvas
- ☒ **Choose the canvas extension colour** → When expanding the canvas, the newly added area can be set to the background colour, white, black or a custom colour

## LAYOUT TOOLS

Can help you organise the placement of elements, ensuring visual balance and alignment

## View &gt; Show &gt; Grid

**Grids** are a network of horizontal and vertical lines that divide your canvas into sections

Especially useful for creating symmetrical or modular designs

Enable **Snap** to ensure your elements align with the grid lines

## View &gt; New Guide Layout

**Guides** are non-printing lines that you can manually place on your canvas

You can change the colour and style of the guides to make them more visible

Lock your guides in place once positioned correctly to prevent them being moved by accident  
**View > Guides > Lock Guides**

## View &gt; Rulers

Rulers provide measurement edges of the canvas

Help measure elements

Consider thirds visual into the image

## BRIGHTNESS/CONTRAST &amp; COLOUR ADJUSTMENTS



## Image &gt; Adjustments &gt; Brightness/Contrast

## Brightness:

Overall lightness or darkness of an image. Adjusting it changes the intensity of light values across the image, affecting both shadows and highlights.

## Contrast:

Difference between the lightest and darkest areas of an image. Increasing it enhances the visual impact, while decreasing it flattens the image by reducing the difference between light and dark areas.

## Image &gt; Adjustments &gt; Levels

**Levels:** Adjusts the tonal range and colour balance of an image by controlling the intensity of shadows, midtones and highlights

- Histogram
- Input levels
- Output levels

## More Colour Adjustments:

Colour Balance	Hue	Saturation
Involves modifying the levels of the three primary colours (red, green and blue) to change the overall colour tone of the image	Adjusting hue shifts the overall colour tone of the image, changing the visual mood	Adjusting saturation changes how vibrant or faded a colour appears. Increasing the saturation makes colours more vivid, while decreasing it makes the colours look faded or grey.

## RETOUCHING

Zoom in for detailed work and precision when retouching

Edit textures and colours independently

Frequency separation separates an image into high and low frequencies

**Pencil tool:** creates hard-edged strokes

**Brush tool:** paint over areas needing colour correction or adjustment

**Colour picker:** sample a colour from the image and apply it as your foreground or background colour

**Clone stamp tool:** copy pixels from one area of an image and paint them over another area

**Healing brush tool:** blends copied pixels from a source area with the target area

**Spot healing brush tool:** quickly removes spots or small imperfections by painting over them

**Sharpen tool:** increases the contrast of pixels in an area, making it appear sharper

**Blur tool:** softens areas of an image by blurring pixels

## Tips for effective typography

- ✓ **Visual hierarchy:** Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- ✓ **Consistency:** Maintain consistency in font choices and styles across your design for a cohesive look
- ✓ **Readability:** Choose fonts and colours that are easy to read, especially for body text
- ✓ **Spacing:** Pay attention to line spacing, letter spacing, and margins for comfortable reading
- ✓ **Contrast:** Use contrasting fonts and styles to create emphasis, but keep it balanced

**Sans-serif fonts** → digital and web designs → maintain clarity and readability on screens

**Serif fonts** → body text in print materials → easier to read at smaller sizes

**Script fonts** → artistic or personal touch to a design

## TYPOGRAPHY

## Key terms:

- ★ **Kerning:** For better readability, adjusting the spacing between two characters
- ★ **Tracking:** Adjusting the spacing between all characters in a line of text can also aid better readability
- ★ **Leading:** Modify the line spacing to control how text lines stack
- ★ **Text wrap:** Creative text effects like Rise, Inflate, Twist
- ★ **Transform:** Changing the appearance of text to achieve a specific design effect, such as converting letters to uppercase

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## IMAGE/CANVAS SIZE



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Especially useful for creating symmetrical or modular designs

Enable **Snap** to ensure your elements align with the grid lines

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- Histogram
- Input levels
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Zoom in for detailed work and precision when retouching

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**Spot healing brush tool:** quickly removes spots or small imperfections by painting over them

**Blur tool:** softens areas of an image by blurring pixels

**Sharpen tool:** increases the contrast of pixels in an area, making it appear sharper

**Brush tool:** paint over areas needing colour correction or adjustment

**Colour picker:** sample a colour from the image and apply it as your foreground or background colour

Colour swatches are a standardised set of colours that help maintain colour consistency and accuracy when adjusting or enhancing the hues and tones of an image

## USE OF SELECTIONS

	Marquee Tools	Lasso Tools	Magic Wand Tool	Quick Selection Tool
Definition	Make selections of specific shapes (rectangular or elliptical) or areas within an image for editing	Make selections using different methods (freehand, polygonal and magnetic) for various shapes	Choose and isolate parts of an image that share similar colours	A brush select similar As you expand include textures
Use	Cropping, masking or edits	Selections with irregular or complex shapes	Isolating a solid coloured background or selecting a specific colour in an image	Quickly irregular
Example	The <b>Elliptical Marquee Tool</b> could be used to select a circular object in an image, such as a face in a portrait	The <b>Polygonal Lasso Tool</b> could be used for selecting a geometric shape, like a building, with straight edges	Used to quickly select a blue sky to adjust its hue or saturation	Used to select a specific area

Feathering is used to soften the selection and create smooth edges

## Tips for effective typography

- ✓ **Visual hierarchy:** Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- ✓ **Consistency:** Maintain consistency in font choices and styles across your design for a cohesive look
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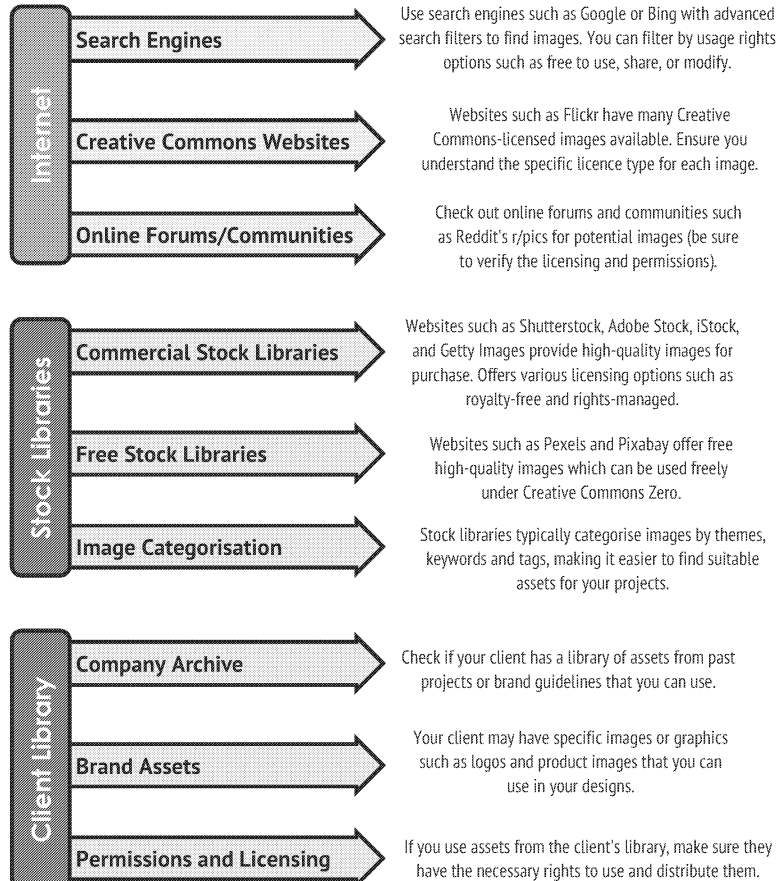
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### Source assets for use in digital graphics

Maintain visual consistency by selecting images and graphics that align with the overall style and branding of your project



### Downloading images and graphics

1. Select high-quality assets
2. Click the download button
3. Save to a temporary folder

### Organising images and graphics

1. Create a working asset folder
2. Copy assets from download folder to working asset folder
3. Rename files
4. Create subfolders
5. Maintain a backup

### Creating assets

#### Creating New Images

<b>Choose a medium</b>	Decide between bitmap (raster) or vector format
<b>Select software</b>	Use bitmap tools, e.g. Adobe Photoshop, or vector tools, e.g. Adobe Illustrator
<b>Sketching</b>	Begin with rough sketches using software tools
<b>Creating</b>	Draw using shapes, lines, colours and textures
<b>Layering</b>	Organise design elements using layers
<b>Editing and refinement</b>	Adjust shapes, lines and colours for refinement
<b>Finishing touches</b>	Add final details such as shadows, highlights
<b>Exporting</b>	Save in the appropriate format for intended use: web, print, etc.

#### Editing Existing Assets

<b>Selection</b>	Choose an existing image to edit
<b>Image manipulation</b>	Modify with cropping, resizing, colour adjustment, retouching and effects
<b>Layering</b>	Add layers for inserting new elements and adjusting opacity
<b>Compositing</b>	Combine different images to create a new visual
<b>File formats</b>	Save in the desired format, e.g. JPEG, PNG, BMP

### Original Asset Folder

Store all original and unaltered files so you always have the source material

### Modifying assets

Modifying assets is a crucial skill for anyone involved in creative media production, as it allows you to tailor materials to fit the specific needs and vision of your client.

#### Bitmap (Raster)

Pixel-based images based on a grid of pixels or photo-realistic designs

#### Vector

Use paths and shapes to create logos and scalable designs

**Modify:**  
Convert vector graphics to bitmap format at 300 dpi for compatibility

**Metadata:**  
Add metadata (creation date, tags, author) for better organisation and tracking

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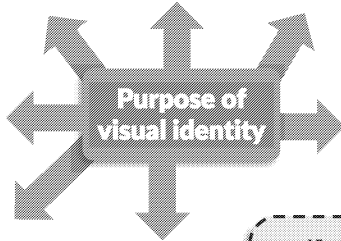


# PURPOSE, ELEMENTS & DESIGN

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate t

Describe **four or more** purposes of visual identity. ▼

**Staying consistent** keeps all the brand's assets looking the same



**Being recognisable** helps people know and remember a brand among many others

**Visual identity** refers to the consistent use of logos, colours, fonts, and design styles to create a **recognisable** brand image across different platforms and materials



## Key elements of visual identity

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate the brand's message, differentiate it from competitors, and build trust with customers.

Identify the **four key elements** of visual identity. For each element, provide a definition. ▼

## Brand recognition

Consistency, adaptability and memorability are key aspects in e leveraging visual elements to reinforce brand identity.

		Examples
<b>Consistency</b>	Maintaining uniformity in the use of visual elements across different platforms and materials to reinforce brand recognition	McDonald's consistently employs the golden arches logo, bright red colour scheme, and specific font for the McDonald's Typeface across all marketing materials, signage, and digital platforms worldwide.
<b>Adaptability</b>	The ability to apply visual identity elements effectively across various mediums, such as digital and print	Nike seamlessly translates its identity elements, including the swoosh logo, dynamic colour palette, and bold typography, across a wide range of mediums.
<b>Memorability</b>	Maintaining uniformity in the use of visual elements across different platforms and materials to reinforce brand recognition	Nintendo's logo, featuring the word 'Nintendo' in a stylized font, is instantly recognisable to audiences worldwide.



Starbucks often uses shades of green, brown and gold in its branding. This colour palette reflects Starbucks' commitment to sustainability, community and connection with nature.

## Sans-serif fonts:

Modernity, simplicity, friendliness

## Serif fonts:

Tradition, formality

## Script fonts:

Elegance, sophistication, creativity



The North Face often features photographs of people engaging in outdoor activities such as hiking and camping in rugged landscapes. These images convey a sense of adventure, exploration, and a connection with nature.

## CHANEL



Chanel uses a sophisticated serif font for its logo and branding, reflecting the brand's timeless luxury and conveying refinement and class. The use of serif fonts adds tradition and prestige, aligning with Chanel's high-fashion identity.

## Design style

A cohesive visual language and aesthetic that guides the creation of branded materials



Spotify's design style is characterised by its modern, vibrant, and user-centric visual language. Its playful logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

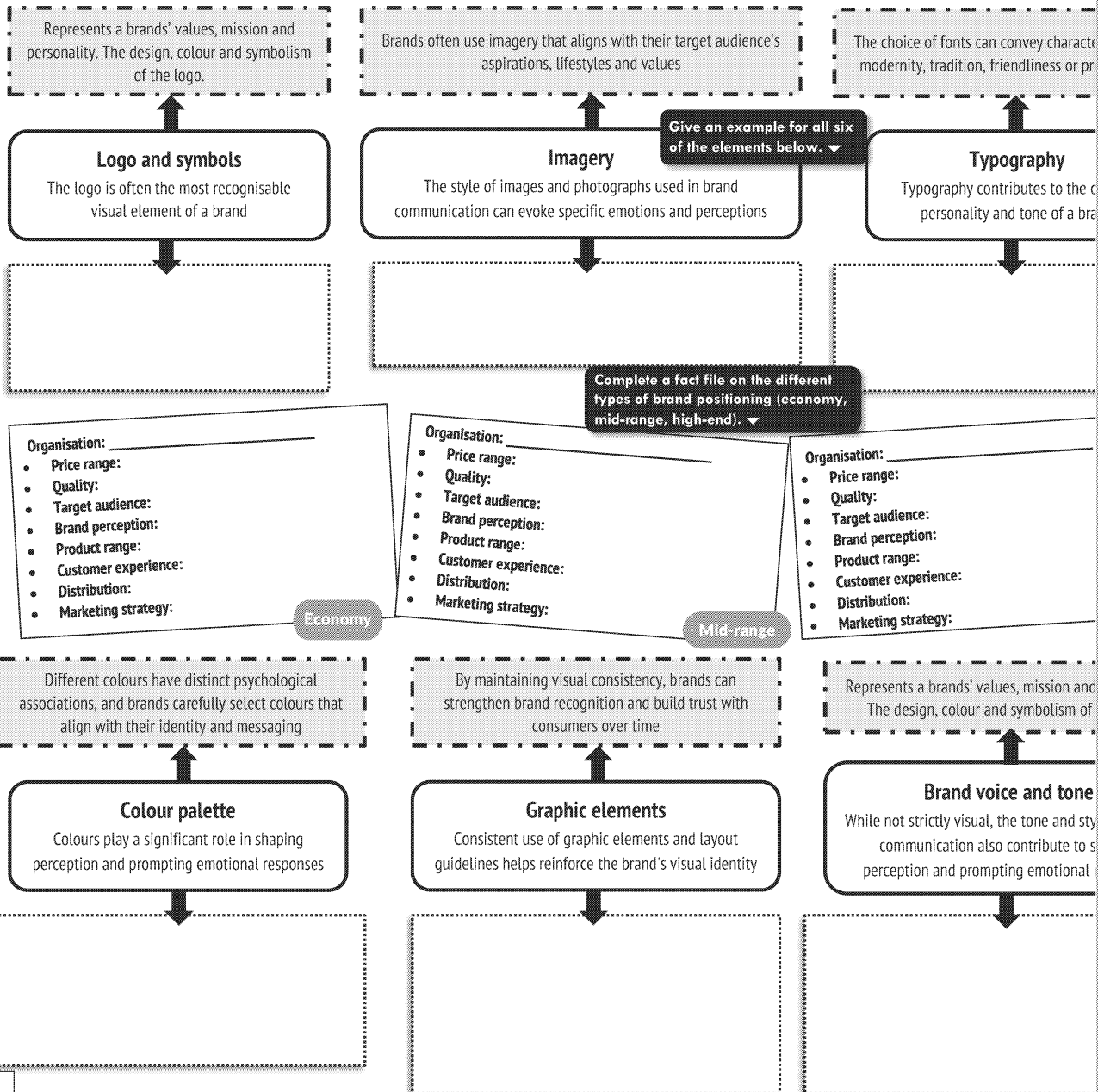
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## Shaping perception and creating emotional response

Crafting visual identity involves purposefully designing elements to evoke specific attitudes and associations in viewers, influencing how they perceive and engage with a brand.



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# CONCEPTS OF GRAPHIC DESIGN & LAYOUT CONVENTIONS

Suggest two key reasons of incorporating visual identity and house style in graphic designs. ▼

Significance of incorporating visual identity and house style in graphic designs

Colour palette  
fashion, culture  
use the  
an

Imagine you are tasked with designing a complex web page that includes a variety of elements such as text, images, buttons and forms. The client insists on a modern, asymmetrical layout to give a unique and dynamic feel, but also wants the content to be easily navigable and visually balanced. How would you approach the alignment of these elements to achieve usability and aesthetic appeal? ▼

Using colour combinations that are accessible to those with colour vision impairments is important for inclusive design. This is known as **accessibility**.

Grid Systems & Invisible Lines

Visual Hierarchy and Focal Points

Consistent Spacing & Margins

Alignment Techniques

Responsive Design Considerations

Balancing asymmetry

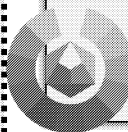
**RGB:**

A colour model used for digital designs, such as on screens and websites, where colours are created by combining red, green and blue light

**CMYK:**

A colour model used for print designs, where colours are created by combining cyan, magenta, yellow and black ink

Colour wheel:



Colour systems and colour trends

**Pantone:**

Each colour in the system has a unique code. Ensures that colours look consistent across different media and print materials. Designers can specify a Pantone colour for accurate reproduction in printing.

**Natural colour system:**

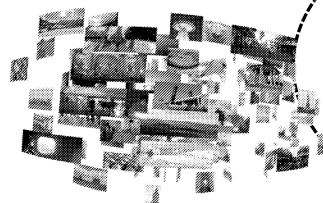
Identifies colours based on their natural saturation and brightness. Ensures that colours are consistent across different media and print materials.

**Contrast:**

**Images**

Visually communicate messages and ideas quickly and effectively. They can convey emotions or information in ways that words sometimes cannot.

Layout convention  
(See more on p. 4)



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Advertisements	CDs, DVDs & Blu-ray Covers	Packaging
<ul style="list-style-type: none"> <li>• <b>Headline:</b> A catchy, bold statement at the top that grabs attention and conveys the main message</li> <li>• <b>Sub headline:</b> A smaller, supporting statement that provides more context to the headline</li> <li>• <b>Visuals:</b> High-quality images or graphics that enhance the message and attract attention</li> <li>• <b>Body copy:</b> Concise text that provides more details about the product, service or message being advertised</li> <li>• <b>Call to action (CTA):</b> A clear instruction to the viewer on what to do next, such as 'Buy now' or 'Learn more'</li> <li>• <b>Logo and branding:</b> Placement of the company or product logo to establish brand identity and recognition</li> <li>• <b>Contact information:</b> Details such as website, phone number, or physical address</li> <li>• <b>White space:</b> Strategic use of empty space to create a clean, organised design and emphasise key elements</li> <li>• <b>Contrast:</b> Use of different colours, fonts and sizes to create visual interest and highlight important information</li> <li>• <b>Readability:</b> Ensuring text is legible with appropriate font styles and sizes</li> </ul>		
Games & Multimedia	Leaflets	Magazines & Journals

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**Bitmap/raster properties**

A type of digital graphic composed of a grid of individual pixels, each with its own colour value, used to represent detailed images such as photographs.

	Overview	Properties
Colour depth		
Colour mode		
Compression settings		
Overall quality		
Transparency		

Complete the tables below on bitmap/raster properties and vector graphic properties. ▼

**Vector graphic properties**

A type of digital image created using mathematical formulas shapes, lines and colours, which allows it to be resized without losing

	Overview
Compatibility	
File size	
Scalability	
Software support	

1.

2.

3.

Limitation of  
bitmap/raster  
file formats

Describe three key limitations of bitmap/raster formats. ▲

1.

2.

3.

Benefits of vector  
file formats

Describe three key benefits of vector file formats. ▲

Attribution

If an image requires attribution, include proper credit to the creator such as a caption or footnote

More on t

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2.2

## PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

Using social media content

Using the space below, give advice to a fellow student on using social media content. ▼

### Rights and permissions

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

#### Licence grant:

A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to another person or group (the licensee) to use it.

- ✦ Permissions
- ✦ Scope of use
- ✦ Duration
- ✦ Geographical restrictions
- ✦ Attribution

#### Types

Identify and briefly describe the different types of license. ▲

Royalty-free

VS

Rights-managed

Flexible & non-exclusive

Restricted & can be costly

Explain the difference between royalty-free and rights-managed licences. ▲

2.3

## TECHNIQUES FOR IDENTIFYING

MOOD BOARD

CONCEPT SKETCH

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## IMAGE/CANVAS SIZE

Image Size Function:

Image &gt; Image Size

Explain the difference between the image size function and canvas size function, giving examples of their specific functions ▼

Canvas Size Function:

Image &gt; Canvas Size

## LAYOUT TOOLS

Can help you organise the placement of an element, ensuring visual balance and alignment

View &gt; Show &gt; Grid

**Grids** are a network of horizontal and vertical lines that divide your canvas into sections

Especially useful for creating symmetrical or modular designs

Enable **Snap** to ensure your elements align with the grid lines

View &gt; New Guide Layout

**Guides** are non-printing lines that you can manually place on your canvas

You can change the colour and style of the guides to make them more visible

Lock your guides in place once positioned correctly to prevent them being moved by accident  
View > Guides > Lock Guides

View &gt;

**Rulers** provide measurement edges of an image

Help you to measure and align elements

Explain the 'rule of thirds'

## BRIGHTNESS/CONTRAST &amp; COLOUR ADJUSTMENTS

Image &gt; Adjustments &gt; Brightness/Contrast

Brightness:

Overall lightness or darkness of an image. Adjusting it changes the intensity of light values across the image, affecting both shadows and highlights.

Contrast:

Difference between the lightest and darkest areas of an image. Increasing it enhances the visual impact, while decreasing it flattens the image by reducing the difference between light and dark areas.

Image &gt; Adjustments &gt; Levels

**Levels:** Adjusts the tonal range and colour balance of an image by controlling the intensity of shadows, midtones and highlights

• Histogram  
• Input levels  
• Output levels

More Colour Adjustments:

Suggest **three** further colour adjustment techniques. ▼

1.

2.

3.

• Highlights = bright areas of the image

• Shadows = dark areas of the image

## USE OF SELECTIONS

Complete the table with the missing information. ▼

	Marquee Tools	Lasso Tools	Magic Wand Tool	Quick Selection Tool
Definition				
Use				
Example				

What is the 'zero point'?

## RETOUCHING

Zoom in for detailed work and precision when retouching

Frequency separation separates an image into high and low frequencies

Edit textures and colours independently

Outline the techniques used to remove unwanted elements from an image with the correct definition. ▼

Colour swatches are a standardised set of colours that help maintain colour consistency and accuracy when adjusting or enhancing the hues and tones of an image

Clone stamp tool	
Healing brush tool	
Spot healing brush tool	
Blur tool	
Sharpen tool	
Colour picker	
Brush tool	
Pencil tool	

## TIPS FOR EFFECTIVE TYPOGRAPHY

- ✓ **Visual hierarchy:** Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- ✓ **Consistency:** Maintain consistency in font choices and styles across your design for a cohesive look
- ✓ **Readability:** Choose fonts and colours that are easy to read, especially for body text
- ✓ **Spacing:** Pay attention to line spacing, letter spacing, and margins for comfortable reading
- ✓ **Contrast:** Use contrasting fonts and styles to create emphasis, but keep it balanced

## TYPOGRAPHY

For each key term, provide a definition.

Key terms:

- ★ Kerning:
- ★ Tracking:
- ★ Leading:
- ★ Text wrap:
- ★ Transform:

**Sans-serif fonts** → digital and web designs → maintain clarity and readability on screens

**Serif fonts** → body text in print materials → easier to read at smaller sizes

**Script fonts** → artistic or personal touch to a design

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# 3.1

## TOOLS & TECHNIQUES OF IMAGING EDITING

### IMAGE/CANVAS SIZE

Image Size Function:  
Image > Image Size

Explain the difference between the image size function and canvas size function, giving examples of their specific functions ▼

Canvas Size Function:  
Image > Canvas Size

### LAYOUT TOOLS

Can help you organise the placement of an element, ensuring visual balance and alignment

View > Show > Grid

**Grids** are a network of horizontal and vertical lines that divide your canvas into sections

Especially useful for creating symmetrical or modular designs

Enable **Snap** to ensure your elements align with the grid lines  
View > Snap > Smart Guides

View > New Guide Layout

**Guides** are non-printing lines that you can manually place on your canvas

You can change the colour and style of the guides to make them more visible

Lock your guides in place once positioned correctly to prevent them being moved by accident  
View > Lock Guides

View > Rulers

Rulers provide measurements and edges of elements

Help you to measure and align elements

Explain the 'rule of thirds'

### BRIGHTNESS/CONTRAST & COLOUR ADJUSTMENTS

Image > Adjustments > Brightness/Contrast

#### Brightness:

Overall lightness or darkness of an image. Adjusting it changes the intensity of light values across the image, affecting both shadows and highlights.

#### Contrast:

Difference between the lightest and darkest areas of an image. Increasing it enhances the visual impact, while decreasing it flattens the image by reducing the difference between light and dark areas.

Adjust the grid settings  
View > Grid and Slices > Grid Setting

### USE OF SELECTIONS

Complete the table with the missing information. ▼

	Marquee Tools	Lasso Tools	Magic Wand Tool	Quick Selection Tool
Definition				
Use				
Example				

What is the 'zero point'?

Image > Adjustments > Levels

**Levels:** Adjusts the tonal range and colour balance of an image by controlling the intensity of shadows, midtones and highlights.

Histogram  
Input levels  
Output levels

Highlights = bright areas of the image

Shadows = dark areas of the image

Suggest three further colour adjustment techniques. ▼

1.

2.

3.

### RETOUCHING

Zoom in for detailed work and precision when retouching

Frequency separation separates an image into high and low frequencies

Edit textures and colours independently

Outline the techniques used to remove unwanted elements from an image with the correct definition. ▼

Colour swatches are a standardised set of colours that help maintain colour consistency and accuracy when adjusting or enhancing the hues and tones of an image

Clone stamp tool	
Healing brush tool	
Spot healing brush tool	
Blur tool	
Sharpen tool	
Colour picker	
Brush tool	
Pencil tool	

#### Tips for effective typography

- ✓ **Visual hierarchy:** Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- ✓ **Consistency:** Maintain consistency in font choices and styles across your design for a cohesive look
- ✓ **Readability:** Choose fonts and colours that are easy to read, especially for body text
- ✓ **Spacing:** Pay attention to line spacing, letter spacing, and margins for comfortable reading
- ✓ **Contrast:** Use contrasting fonts and styles to create emphasis, but keep it balanced

### TYPOGRAPHY

For each key term, provide a definition

#### Key terms:

- ★ Kerning:
- ★ Tracking:
- ★ Leading:
- ★ Text wrap:
- ★ Transform:

**Sans-serif fonts** → digital and web designs → maintain clarity and readability on screens  
**Serif fonts** → body text in print materials → easier to read at smaller sizes  
**Script fonts** → artistic or personal touch to a design

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## 3.2

# TECHNICAL SKILLS TO SOURCE, CREATE AND PREPARE ASSETS

## AND

## TECHNICAL SKILLS TO EXPLORE DIGITAL

### Source assets for use in digital graphics

Where can you find source assets for digital graphics projects? List at least three sources. ▼

For each of your sources, outline factors to consider when choosing a source asset (e.g. resolution, format, licensing)? ▼

Internet

Stock libraries

Client libraries

### Creating assets

Describe the steps to create a new image or existing assets. ▼

#### Creating New Images

#### Editing Existing Assets

**Original Asset Folder**  
Store all original and unaltered files so you always have the source material

### Modifying assets

Modifying assets is a crucial skill for anyone involved in creative media production, as it allows you to tailor materials to fit the specific needs and vision of your project.

#### Bitmap (Raster)

Pixel-based images based on a grid of pixels or photo-realistic designs.

#### Vector

Use paths and shapes to create logos and scalable designs.

**Modify:**  
Convert vector graphics to bitmap format at 300 dpi for compatibility

**Metadata:**  
Add metadata (creation date, tags, author) for better organization and tracking

### Downloading images and graphics

1. Select high-quality assets
2. Click the download button
3. Save to a temporary folder

### Organising images and graphics

1. Create a working asset folder
2. Copy assets from download folder to working asset folder
3. Rename files
4. Create subfolders
5. Maintain a backup

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Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate t

Suggest three purposes of visual identity. ▼

1.

2.

Purpose of visual identity

3.

**Visual identity** refers to the consistent use of logos, colours, fonts, and design styles to create a **recognisable** brand image across different platforms and materials

### Key elements of visual identity

Identify the four key elements of visual identity. ▼

Visual identity is a representation of a **brand's values** and mission through consistent design elements, helping to communicate the brand's message, differentiate it from competitors, and build trust with customers.

Consistent selection of colours that reflect the brand's personality and evoke specific emotions

Fonts chosen for use in branding materials that convey the brand's tone and style

Photographs, illustrations or graphics that align with the brand's identity and messaging

Determines the overall structure, balance and visual hierarchy of a design, impacting the clarity, coherence and aesthetic appeal of brand communication material

### Design style

A cohesive visual language and aesthetic that guides the creation of branded materials



Spotify's design style is characterised by its modern, vibrant, and user-centric visual language. Its playful logo, featuring a distinctive green circle with sound waves, reflects the brand's focus on music and audio content.

### Brand recognition

Consistency, adaptability and memorability are key aspects in e leveraging visual elements to reinforce brand identity.

Complete the table below. ▼

	Definition	Examples
Consistency		McDonald's consistently employs the golden arches logo, bright red colour scheme, and specific font for the McDonald's Typeface across all marketing materials, signage, and digital platforms worldwide.
Adaptability		Nike seamlessly translates its identity elements, including the swoosh logo, dynamic colour palette, and bold typography, across a wide range of mediums.
Memorability		Nintendo's logo, featuring the word 'Nintendo' in a stylized, blocky font, is instantly recognisable to audiences worldwide.



Starbucks often uses shades of green, brown and blue in its branding. This colour palette reflects Starbucks' commitment to sustainability, community and connection.

Give key words to describe the following font styles.

Sans-serif fonts:

Serif fonts:

Script fonts:



The North Face often features photographs of people engaging in outdoor activities such as hiking and camping in rugged landscapes. These images convey a sense of adventure, exploration, and a connection with nature.

CHANEL



Chanel uses a sophisticated serif font for its logo and branding, reflecting the brand's timeless luxury and conveying refinement and class. The use of serif fonts adds tradition and prestige, aligning with Chanel's high-fashion identity.

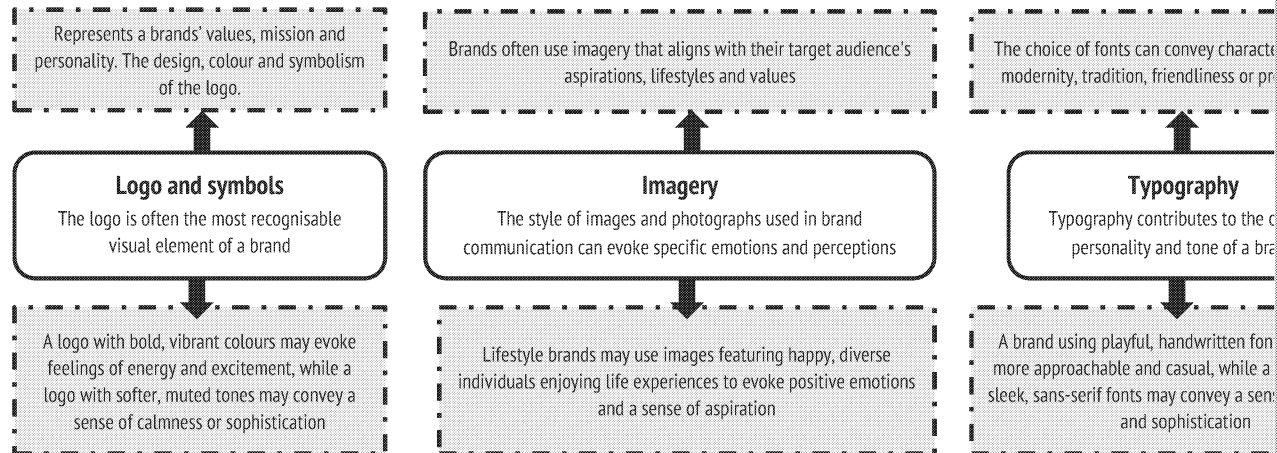
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## Shaping perception and creating emotional response

Crafting visual identity involves purposefully designing elements to evoke specific attitudes and associations in viewers, influencing how they perceive and engage with a brand.

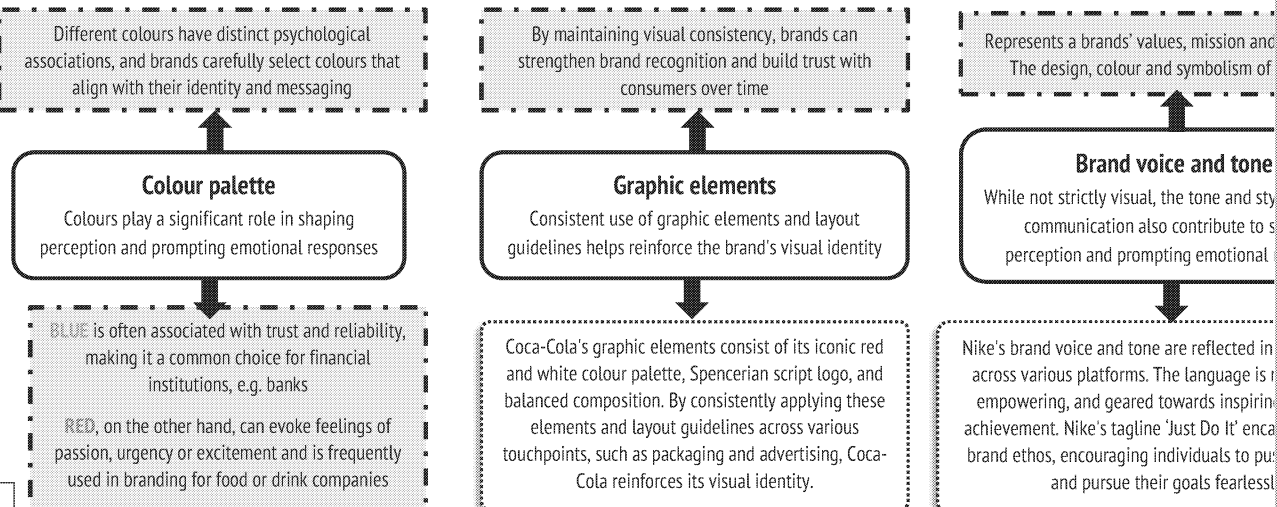


Complete the fact files on the different examples of brand positioning.

- PRIMARK**
- Price range: Low
  - Quality: \_\_\_\_\_
  - Target audience: \_\_\_\_\_
  - Brand perception: Budget-friendly, practical
  - Product range: Wide variety, basic essentials
  - Customer experience: \_\_\_\_\_
  - Distribution: \_\_\_\_\_
  - Marketing strategy: \_\_\_\_\_

- JOHN LEWIS PARTNERS**
- Price range: \_\_\_\_\_
  - Quality: Good
  - Target audience: Value-conscious consumers
  - Brand perception: Reliable, trustworthy
  - Product range: \_\_\_\_\_
  - Customer experience: Satisfactory
  - Distribution: \_\_\_\_\_
  - Marketing strategy: \_\_\_\_\_

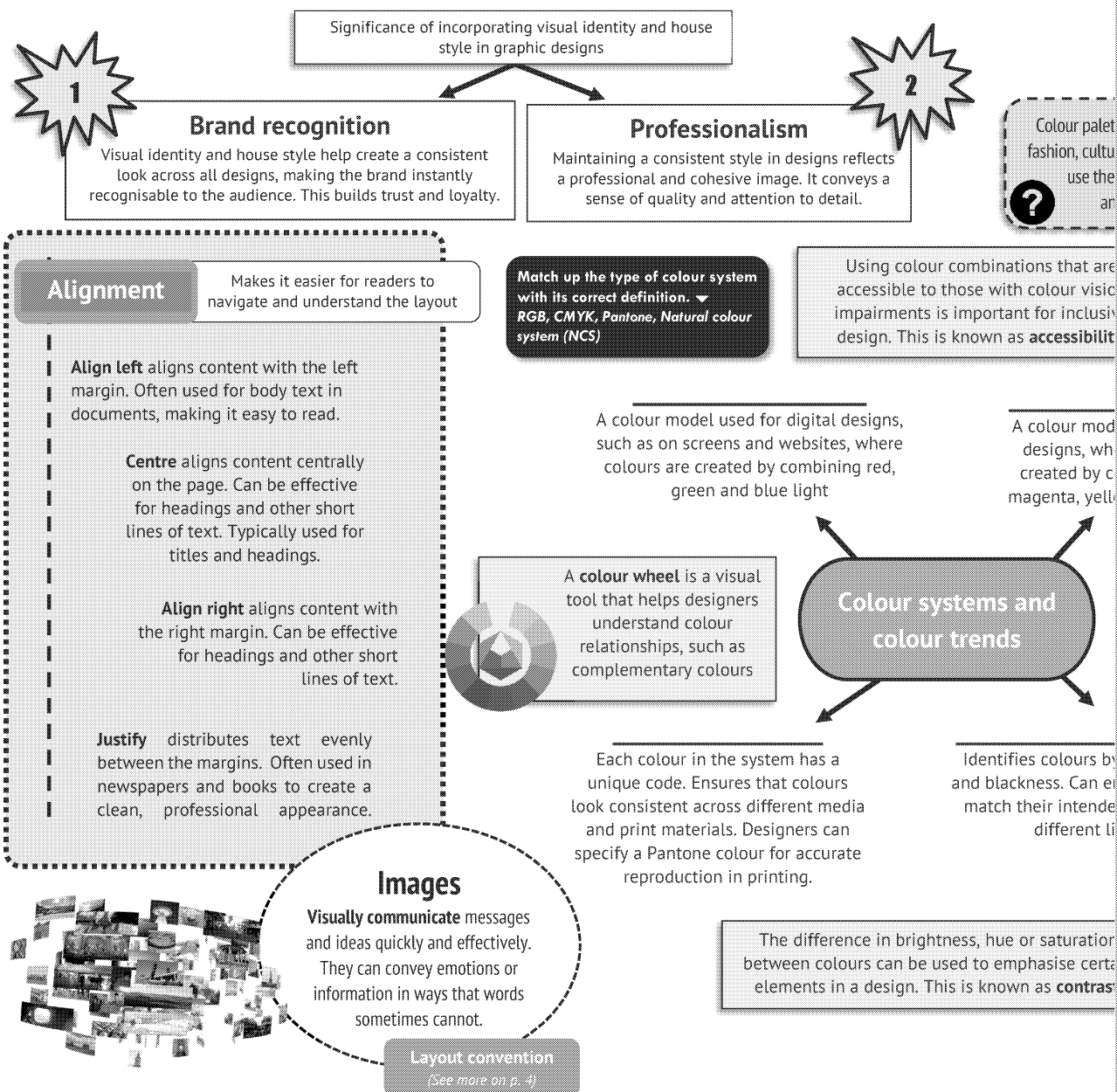
- BURBERRY**
- Price range: \_\_\_\_\_
  - Quality: \_\_\_\_\_
  - Target audience: \_\_\_\_\_
  - Brand perception: \_\_\_\_\_
  - Product range: Limited, specialised
  - Customer experience: Exceptional, personalised
  - Distribution: Selective, exclusive
  - Marketing strategy: Lifestyle, aspiration



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# CONCEPTS OF GRAPHIC DESIGN & LAYOUT CONVENTIONS



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Advertisements	CDs, DVDs & Blu-ray Covers	Packaging
	<ul style="list-style-type: none"> <li><b>Title:</b> The name of the album, film or content, often prominently displayed on the front cover</li> <li><b>Artist/band or main cast:</b> The name of the artist, band or main cast featured, usually placed near the title</li> <li><b>Artwork/imagery:</b> Eye-catching visuals or graphics related to the content, providing visual interest and helping the cover stand out</li> <li><b>Tracklist / Content list:</b> On the back cover, a list of tracks (for CDs) or chapters and special features (for DVDs/Blu-rays)</li> <li><b>Synopsis/description:</b> A brief overview of the content on the back cover, giving potential buyers an idea of what to expect</li> <li><b>Technical information:</b> For DVDs/Blu-rays, details about format, runtime, language options, and subtitles</li> <li><b>Copyright and legal information:</b> Information about copyright, production and distribution, typically located at the bottom of the back cover</li> <li><b>Barcode:</b> For retail purposes, a barcode is included on the back cover for inventory and sales tracking</li> <li><b>Spine information:</b> The title and branding on the spine for easy identification when the case is on a shelf</li> <li><b>Logo and branding:</b> Placement of the production company, record label, or distributor's logo to establish brand identity and authenticity</li> <li><b>Consistency with content:</b> The design should reflect the style and theme of the album or film, creating a cohesive and unified look</li> </ul>	<ul style="list-style-type: none"> <li><b>Product name:</b> The name of the product of the packaging for easy recognition</li> <li><b>Branding and logo:</b> The company logo and recognition</li> <li><b>Main visuals/imagery:</b> High-quality product and provide visual appeal</li> <li><b>Tagline:</b> A short, catchy phrase that highlights its benefit</li> <li><b>Product description:</b> A brief overview of features, benefits and use</li> <li><b>Barcode and QR code:</b> For retail price tracking, and sometimes a QR code linking to more information</li> <li><b>Contact information:</b> Details for customer service, phone number, website or email</li> <li><b>Recycling information:</b> Guidance on how to dispose of packaging responsibly</li> <li><b>Design consistency:</b> Use of consistent design elements that align with the overall branding</li> </ul>
Games & Multimedia	Leaflets	Magazines & Journals
<ul style="list-style-type: none"> <li><b>Title:</b> The game's name, often prominently displayed on the front cover</li> <li><b>Logo and branding:</b> The logo of the game developer or publisher, placed on the front and back covers to establish brand identity</li> <li><b>Artwork/imagery:</b> Eye-catching visuals that represent the game's theme, setting or characters, providing visual interest and appealing to potential players</li> <li><b>Description/synopsis:</b> A brief overview of the game on the back cover, explaining the gameplay, story, or features to give potential buyers an idea of what to expect</li> <li><b>Game features:</b> Key features or selling points of the game, such as game modes, multiplayer options, and other highlights</li> <li><b>Technical information:</b> For video games, details about the platform, game requirements, rating, and any compatibility information</li> <li><b>Rating:</b> For video games, the age rating or content rating, such as ESRB or PEGI, indicating the appropriate audience</li> <li><b>System requirements:</b> For PC games, specifications such as minimum and recommended system requirements</li> <li><b>Barcode:</b> For retail purposes, a barcode is included on the back cover for inventory and sales tracking</li> <li><b>Screenshot or preview:</b> Small images or screenshots showcasing gameplay set-up to give potential players a preview of the game</li> <li><b>Spine information:</b> The game's title and logo on the spine for easy identification when placed on a shelf</li> </ul>	<ul style="list-style-type: none"> <li><b>Headline:</b> A bold, attention-grabbing title that conveys the main message or purpose of the leaflet</li> <li><b>Sub headline:</b> A smaller, supporting statement that provides more context or detail to the headline</li> <li><b>Visuals/imagery:</b> High-quality images or graphics that enhance the message and attract the reader's attention</li> <li><b>Body copy:</b> Concise and informative text that provides details about the product, service or message being promoted</li> <li><b>Call to action (CTA):</b> A clear instruction for the reader, such as 'Call now', 'Visit our website', or 'Get your free sample'</li> <li><b>Contact information:</b> Details such as phone numbers, email addresses or websites for the reader to get in touch for more information</li> <li><b>Logo and branding:</b> Placement of the company or brand logo to establish identity and recognition</li> <li><b>White space:</b> Strategic use of empty space to create a clean and organised layout, making the leaflet easier to read</li> </ul> <div data-bbox="544 1222 752 1509"> </div> <ul style="list-style-type: none"> <li><b>Contrast:</b> Use of different colours, fonts and sizes to create visual interest and highlight important information</li> <li><b>Bullet points/lists:</b> Organised lists to present key information clearly and efficiently</li> <li><b>Offers/discounts:</b> Prominent display of special offers or discounts, if applicable, to attract attention and encourage action</li> <li><b>Fold lines:</b> In folded leaflets, clear indications of fold lines to guide the reader on how to open and read the leaflet</li> </ul>	

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**Bitmap/raster properties**

A type of digital graphic composed of a grid of individual pixels, each with its own colour value, used to represent detailed images such as photographs

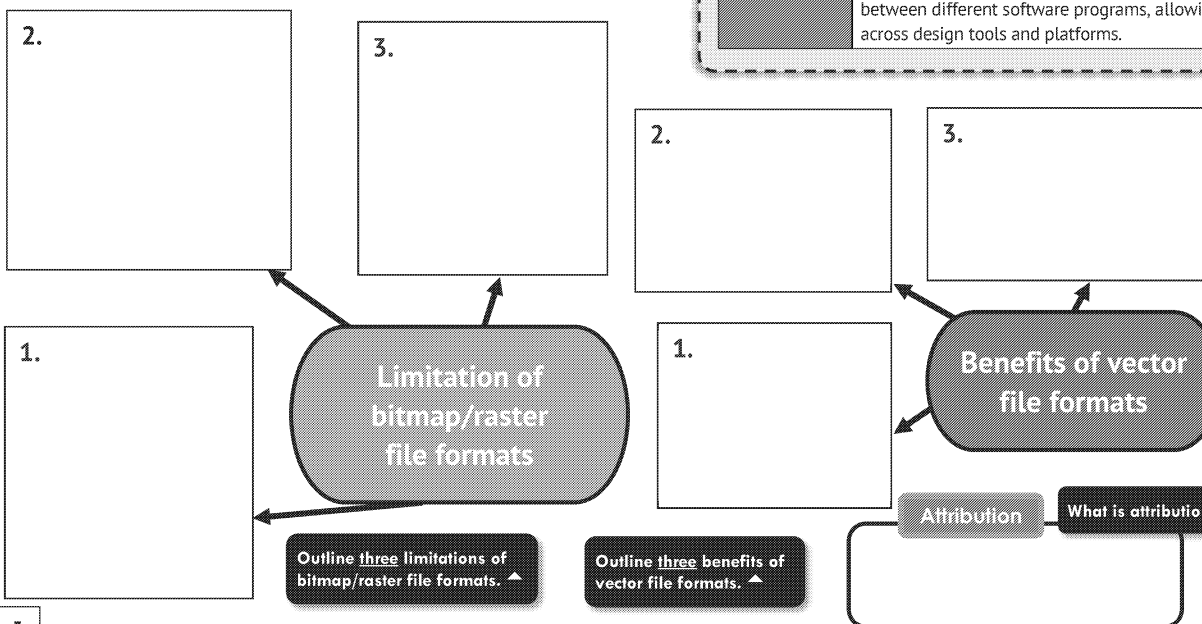
	Overview	Properties
Colour depth	Refers to the number of _____ used to represent the colour of a single pixel	Common colour depths include 8-bit (256 colours), 16-bit, _____-bit and 32-bit (millions of colours)
Colour mode	Describes the method used to define colours in the image	Common colour modes include greyscale, RGB (red, green, blue) and _____
Compression settings	Raster images may use compression to reduce file _____	_____ compression (e.g. PNG) preserves image quality, while _____ compression (e.g. JPEG) can degrade quality for smaller files
Overall quality	Quality is determined by _____ and compression settings	Higher resolution and lossless compression maintain better quality
Transparency	Some formats support transparency (PNG, GIF) allowing parts of the image to be _____	GIF supports binary transparency (one fully transparent colour), while PNG supports alpha transparency (varying levels of opacity)

Complete the gaps below on bitmap/raster properties and vector graphic properties. ▼

**Vector graphic properties**

A type of digital image created using mathematical formulae shapes, lines and colours, which allows it to be resized without loss

	Overview
Compatibility	<p><b>Cross-platform compatibility:</b> Vector graphic formats such as SVG (Scalable Vector Graphics) and EPS (Encapsulated PostScript) are widely supported across different platforms, including Windows, macOS and Linux</p> <p><b>File formats:</b> Vector graphics commonly use file formats like SVG, EPS and PDF, which are recognised and supported by most software applications</p> <p><b>Web compatibility:</b> SVG is a widely accepted format for web graphics and is supported by all major web browsers, allowing vector images to be _____ directly into HTML pages</p>
File size	The file size of vector graphics can _____ with the complexity of the design, such as the number of paths, nodes and _____
Scalability	Vector graphics are based on mathematical equations, allowing them to be scaled to any size without loss of quality or _____ Vector graphics maintain the same sharpness and detail at any resolution, making them ideal for printing and large-format displays
Software support	Vector graphics can be created and edited using a variety of applications, including Adobe Illustrator, CorelDRAW, Inkscape and Affinity Designer. Many raster image editors like Adobe Photoshop also provide support for opening and converting vector graphics to raster formats. Vector graphics can often be exported and imported between different software programs, allowing for _____ across design tools and platforms.



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## 2.2

# PROPERTIES OF DIGITAL GRAPHICS AND USE OF ASSETS 2

## Using social media content

- i** Always seek written permission from the content creator before reusing social media content, even if it appears to be public. This ensures respect for the creator's rights and avoids potential copyright.
- i** Social media platforms' terms of use govern content ownership. Users generally retain ownership of their content but platforms may grant themselves certain rights to the content.
- Some platforms may restrict the commercial use of user-generated content unless explicit permission is obtained from the content owner.
- Platforms often have specific guidelines for sharing content, including what is allowed in terms of reposting, embedding or using content outside of the platform.

## Rights and permissions

Rights refer to the legal entitlements to use, distribute and modify creative works, while permissions are the specific approvals obtained from the copyright holder to use their work. It's important to respect these rules to avoid legal issues and ensure ethical use of media assets in your projects.

### Licence grant:

A legal agreement that allows someone to use someone else's work, such as images, music or writing under specific rules. The person who owns the work (the licensor) gives permission to another person or group (the licensee) to use it.

- ✦ Permissions
- ✦ Scope of use
- ✦ Duration
- ✦ Geographical restrictions
- ✦ Attribution

### Types

Creative Commons:

Commercial:

Public Domain:

Outline the different types of license. ▲

### Royalty-free

Images licensed under a royalty-free agreement can be used multiple times without paying additional fees each time.

Flexible & non-exclusive

VS

### Rights-managed

Rights-managed licences require a fee for each specific use or duration, often based on factors such as audience size, usage duration and location.

Restricted & can be costly

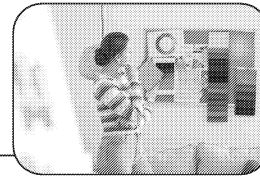
## 2.3

# TECHNIQUES

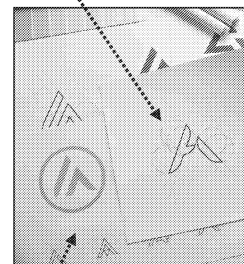
Write down the correct visual technique for each explanation. ►

## Physical

- **Materials:** Comprise printed pictures, text, and colours placed on a large sheet or board
- **Tactile experience:** Offer a hands-on, tactile approach, allowing designers to arrange and rearrange elements physically
- **Variety:** Include various media such as magazines, photographs, fabric samples, and other tangible items
- **Collaborative:** Ideal for group discussions and presentations, providing a clear visual representation of ideas
- **Immersive:** Helps creators immerse themselves in the project's theme and visual direction



**Simplicity:** The sketches are often rough and minimal, focusing on the main elements rather than intricate details



**Communication:** Concept sketches are used to communicate ideas effectively to others, such as team members, clients, or stakeholders

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## IMAGE/CANVAS SIZE



## Image Size Function:

Change the dimensions and resolution of an image for specific uses such as printing, web design or other applications. This helps to ensure the image is the appropriate size and quality for its intended use.

Image &gt; Image Size

## Canvas Size Function:

Adjusting the canvas size can help you add more space around your image, crop out unwanted space, or change the orientation of the canvas. This provides flexibility to accommodate additional elements such as shapes and texts and improves the composition or framing.

Image &gt; Canvas Size

Give one specific purpose of each function. ▼

## LAYOUT TOOLS

Can help you organise the placement of elements, ensuring visual balance and alignment

## View &gt; Show &gt; Grid

**Grids** are a network of horizontal and vertical lines that divide your canvas into sections

Especially useful for creating symmetrical or modular designs

Enable **Snap** to ensure your elements align with the grid lines

## View &gt; New Guide Layout

**Guides** are non-printing lines that you can manually place on your canvas

You can change the colour and style of the guides to make them more visible

Lock your guides in place once positioned correctly to prevent them being moved by accident  
**View > Guides > Lock Guides**

## View &gt; Rulers

Rulers provide measurement edges of the canvas

Help measure elements

Consider thirds visually into the design

## BRIGHTNESS/CONTRAST &amp; COLOUR ADJUSTMENTS



Give a definition for brightness and contrast. ▼

Image &gt; Adjustments &gt; Brightness/Contrast

## Brightness:

## Contrast:

Image &gt; Adjustments &gt; Levels

**Levels:** Adjusts the tonal range and colour balance of an image by controlling the intensity of shadows, midtones and highlights

★ Histogram  
★ Input levels  
★ Output levels

## More Colour Adjustments:

Colour Balance	Hue	Saturation
Involves modifying the levels of the three primary colours (red, green and blue) to change the overall colour tone of the image	Adjusting hue shifts the overall colour tone of the image, changing the visual mood	Adjusting saturation changes how vibrant or faded a colour appears. Increasing the saturation makes colours more vivid, while decreasing it makes the colours look faded or grey.

★ Highlights = bright areas of the image

★ Shadows = dark areas of the image

## RETOUCHING

Give three more examples of retouching techniques. ▼

Edit textures and colours independently

Frequency separation separates an image into high and low frequencies

Colour swatches are a standardised set of colours that help maintain colour consistency and accuracy when adjusting or enhancing the hues and tones of an image

**Pencil tool:** creates hard-edged strokes

1.

2.

Remove unwanted elements from images

**Brush tool:** paint over areas needing colour correction or adjustment

Adjust the grid settings  
Preferences > Guides, Grid & Slices

## USE OF SELECTIONS

Complete the grid below. ▼

	Marquee Tools	Lasso Tools	Magic Wand Tool	Quick Selection Tool
Definition				
Use				
Example				

★ Feathering is used to soften the selection and create smooth edges

## Tips for effective typography

- ✓ **Visual hierarchy:** Use different font sizes, styles and weights to establish a clear visual hierarchy and guide the reader's attention
- ✓ **Consistency:** Maintain consistency in font choices and styles across your design for a cohesive look
- ✓ **Readability:** Choose fonts and colours that are easy to read, especially for body text
- ✓ **Spacing:** Pay attention to line spacing, letter spacing, and margins for comfortable reading
- ✓ **Contrast:** Use contrasting fonts and styles to create emphasis, but keep it balanced

## TYPOGRAPHY

Match up the key term with its definition. ▼  
**Kerning, Tracking, Leading, Text Alignment**

- ★ **Kerning:** For better readability, adjusting the spacing between two characters
- ★ **Tracking:** Adjusting the overall spacing of text can also aid better readability
- ★ **Leading:** Modify the line spacing to control how text lines stack
- ★ **Text Alignment:** Creative text alignment techniques like Rise, Inflate, Twist
- ★ **Text Case:** Changing the case of text to achieve a specific design effect, converting letters to uppercase

**Sans-serif fonts** → digital and web designs → maintain clarity and readability on screens

**Serif fonts** → body text in print materials → easier to read at smaller sizes

**Script fonts** → artistic or personal touch to a design

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Zig  
Zag  
Education

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View &gt; Snap &gt; Smart Guides

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Histogram  
Input levels  
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Zoom in for detailed work and precision when retouching



Adjust the grid settings  
View > Grid and Stices > Grid Setting

## USE OF SELECTIONS

Complete the grid below. ▼

	Marquee Tools	Lasso Tools	Magic Wand Tool	Quick Selection Tool
Definition				
Use				
Example				

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### Source assets for use in digital graphics

Identify the source assets for digital graphics. ▼

Internet

Stock Libraries

Client Library

### Creating assets

Match the image to the correct requirement

#### Creating New Images

Choose a medium	Decide between bitmap (raster) or vector format
Select software	Use bitmap tools, e.g. Adobe Photoshop, or vector tools, e.g. Adobe Illustrator
Sketching	Begin with rough sketches using software tools
Creating	Draw using shapes, lines, colours and textures
Layering	Organise design elements using layers
Editing and refinement	Adjust shapes, lines and colours for refinement
Finishing touches	Add final details such as shadows, highlights
Exporting	Save in the appropriate format for intended use: web, print, etc.

#### Editing Existing Assets

Selection	Choose an existing image to edit
Image manipulation	Modify with cropping, resizing, colour adjustment, retouching and effects
Layering	Add layers for inserting new elements and adjusting existing ones
Compositing	Combine different images to create a new visual
File formats	Save in the desired format, e.g. JPEG, PNG, BMP

### Original Asset Folder

Store all original and unaltered files so you always have the source material

### Editing Assets

Store edited versions to track changes

### Modifying assets

Explain why image quality is important in digital graphics

#### Modify:

Convert vector graphics to bitmap format at **300 dpi** for compatibility

#### Metadata:

Maintain metadata (creation date, tags, author) for each asset to improve searchability and organisation

### Organising images and graphics

#### Downloading images and graphics

1. Select high-quality assets
2. Click the download button
3. Save to a temporary folder

1. Create a working asset folder
2. Copy assets from download folder to working asset folder
3. Rename files
4. Create subfolders
5. Maintain a backup

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